

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**PATENT**

Applicants:	Channing K. Barringer, et al.	Docket No.:	60655.2600
Serial No.:	10/686,967	Examiner:	Fonya M. Long
Filed:	October 16, 2003	Group Art Unit:	3689
Title:	SYSTEM AND METHOD FOR INCORPORATION OF PRODUCTS AND SERVICES INTO REALITY TELEVISION	Confirmation No.:	8084

**AMENDMENT AND REPLY**

Mail Stop AF  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

Prior to further examination of this application after entry of the previously filed RCE, and in reply to the Advisory Action dated April 21, 2010 and the Final Office Action dated November 24, 2009, Applicant respectfully requests entry of the amendments and consideration of the Remarks set forth herein.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.